

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Booming With Confidence	123 or 23% more likely to watch (than the general population)
Golden Year Guardians	131 or 31% more likely to watch
Aspirational Fusion	124 or 24% more likely to watch



GENDER

Male:	47%
Female:	53%



HOME OWNERSHIP

Own Home:	70%
Rent:	28%



HOUSEHOLD INCOME

\$100K+:	27%
\$75K - \$99,999:	12%
\$50K - \$74,999:	18%
\$30K - \$49,999:	24%



AGE

18 - 34:	11%
35 - 54:	32%
55+:	57%



EDUCATION

Graduated College:	26%
Some College:	35%



PRESENCE OF CHILDREN

1+ Child in HH:	24%
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MARITAL STATUS

Single (Never Married):	22%
Married:	53%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: CNN Headline News. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- Morning Express with Robin Meade
- On the Story with Lynn Smith
- True Crime Live
- Forensic Files
- How It Really Happened
- Vengeance: Killer Neighbors
- Lies, Crimes & Video
- Death Row Stories
- Dead Wives Club

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



HLN features live news coverage of national, regional, lifestyle and entertainment stories in a fast-paced approachable tone with expert-led, personality driven hosts. Headline news by day, mysteries and investigations by night..